

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - Media estimate for telecast of Logo film (10 seconds) - Creative - Sanction of Rs.3,93,260/- (Rupees Three Lakhs Ninety Three Thousand Two Hundred and Sixty Only) - Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 707

Dated 11-09-2013.
Read the following:-

1. G.O.Rt.No. 496, YAT & C (PMU) Department, Dated: 25-06-2013 read with G.O.Rt.No. 555, YAT & C (PMU) Department, Dated: 15-07-2013.
2. From M/s. JWT Mindset Advertising Private Limited, Hyderabad, Letter Dated: 25-07-2013.
3. Government Letter No. 4507/PMU/A(2)/2013, YAT & C (PMU) Department, Dated: 14-08-2013.
4. From M/s. JWT Mindset Advertising Private Limited, Hyderabad, Letter Dated: 23-08-2013.

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ORDER:

Andhra Pradesh is rich in its culture, traditions, hospitality and heritage, it is also famous for its tourist attractions like Pilgrim Centre, Buddhist Heritage Sites, the Forts and Palaces etc. For promotion and development of Tourism a number of activates has been initiated by the State Government by putting up counters at various destination, printing of brochures, posters, scrolls etc.

2. In the reference 1st read above, orders were issued duly empanelling two (2) agencies viz., M/s. Adfactors Advertising, Mumbai & M/s. JWT Mindset Advertising Private Limited, Mumbai for undertaking National & International Media Campaigns through print, electronic, outdoor and online for 'A.P. Tourism' in key source markets in India and Abroad w.e.f. 23-05-2013.

3. In the reference 2nd read above, M/s. JWT Mindset Advertising Private Limited, Hyderabad has submitted cost sheet for an amount of Rs.3,93,260/- and requested to release work order towards 10 seconds animated film - **"A.P. Tourism Everything's Possible"**.

4. In the reference 3rd read above, Government has issued work order to M/s. JWT Mindset Advertising Private Limited, Hyderabad duly approving their proposal for 10 seconds animated film on A.P. Tourism Logo **"A.P. Tourism Everything's Possible"** for an amount of Rs.3,93,260/-.

5. In the reference 4th read above, M/s. JWT Mindset Advertising Private Limited, Hyderabad has submitted bills for an amount of Rs.3,93,260/- towards executing and producing the 10 seconds film "Everything's possible" include concept, animation, CG execution and requested to make the payment.

6. Government, after careful examination of the matter hereby sanction an amount of Rs.3,93,260/- (Rupees Three Lakhs Ninety Three Thousand Two Hundred and Sixty Only) to M/s. JWT Mindset Advertising Private Limited, Hyderabad towards executing and producing the 10 seconds film "Everything's possible" include concept, animation, CG execution.

p.t.o

7. The amount sanctioned at para-6 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102, Tourist Accommodation & other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 13-Tourism PMU, 260-Advertisements, sales and publicity Expenses”.

8. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-6 above and disburse the same to M/s. JWT Mindset Advertising Private Limited, Hyderabad through bank. The following are the bank details:

Bank Name	:	The Hong kong Shanghai Banking Corporation Limited
Bank Branch		Somajiguda
Bank Account No.	:	0823 0358 7001
IFSC Code	:	HSBC 0500 002

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
M/s. JWT Mindset Advertising Private Limited, Hyderabad.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department,
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU - Claims) Department.
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER